

Message Text

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E.O. 11652: N/A
TAGS: BEXP, NI
SUBJECT: TRADE SHOWS: DAILY TIMES EXHIBITION 1978-79

REF: LAGOS A-52, A-57 AND A-58

SUMMARY: DAILY TIMES OF NIGERIA EXHIBITION DEPARTMENT PLANNING
TOTAL OF SIX COMMERCIAL EXHIBITIONS THROUGH MARCH 1979. REFAIRS
FORWARDED AVAILABLE DETAILS OF FIRST THREE SHOWS FOR DISSEMINATION
AMERICAN FAIRMS. END SUMMARY

1. EXHIBITION DEPARTMENT OF THE DAILY TIMES OF NIGERIA, LARGEST
NEWSPAPER IN NIGERIA, PLANS SIX COMMERCIAL EXHIBITIONS THROUGH
NEXT MARCH OF POSSIBLE INTEREST TT AMERICAN FIRMS. POTENTIAL
PARTICIPANTS SHOULD APPLY DIRECTLY TO THE EXHIBITIONS MANAGER,
DAILY TIMES OF NIGERIA, PLOT 32, IGANMU INDUSTRIAL ESTATE, P.M.B.
3395, SURULERE, LAGOS. (OFFICE IS LOCATED IN UNMARKED DAILY
TIMES WAREHOUSE ON UNMARKED STREET OFF ERIC MOORE ROAD NEW NATIONAL
THEATRE.) SCHEDULE FOLLOWS:

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A. TELECOMMUNICATIONS AND ELECTRONIC SHOW, NATIONAL THEATRE,
IGANMU, LAGOS, JULY 23-30 (LAGOS A-52 FORWARDS APPLICATION FORMS).

B. MODERN HOME, HOTEL CATERING AND ANCILLARY ITEMS SHOW, NATIONAL
THEATRE, IGANMU, LAGOS, SEPTEMBER 17-24 (LAGOS A-57).

C. KANO TRADE FAIR, OCTOBER 1978 (NO FURTHER INFORMATION AVAILABLE).

D. MADE-IN-NIGERIA, TAFAWA BALEWA SQUARE, LAGOS, NOVEMBER 12-18.
(LAGOS A-58)

E. BAUCHI TRADE FAIR, TAFAWA BALEWA SQUARE, BAUCHI, FEBRUARY
24-MARCH 3, 1979.

F. MOTOR SHOW, TRADE FIAR COMPLEX, BADAGRY HIGHWAY, LAGOS,
PROBABLY LATE MARCH 1979 (INCLUDES TWO-WHEELED VEHICLES).

2. NO DETAILS OR APPLICATION FORMS ARE AVAILABLE YET FOR EVENTS
C, E AND F.

3. GENERALLY SPEAKING, TIMES EXHIBITIONS COST ABOUT 560 NAIRA FOR
A 10X10-FOOT BOOTH (SOMETIMES EXTRA SPACE CAN BE NEGOTIATED AT A
LOWER RATE) AND ADVERTISING RATES IN VARIOUS TIMES SUPPLEMENTS AND
THE SHOW BROCHURE RANGE FROM 102 TO 952 NAIRA (ONE NAIRA EQUALS
DOLS 1.60 AT PRESEMEQKBM THEBAUCHI ANDMADE-IN-NIGERIA SHOWS HAVE
LOWER SPACE RATES. APPLICATIONS USUALLY CLOSE THREE WEEKS BEFORE
THE SHOW DATE EXCEPT FOR THE BAUCHI SHOW, WHICH HAS A CLOSING DATE
OF OCTOBER 15. POTENTIAL PARTICIPANTS SHOULD BE ADVISED THAT A
LOCAL REPRESENTATIVE IS ESSENTIAL BECAUSE DATES AND VENUES SOMETIMES
CHANGE ON SHORT NOTICE.

4. ACTION REQUESTED: PUBLICIZE AND DISSEMINATE. KADUNA, PLEASE
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OBTAIN AND REPORT DETAILS KANO AND BAUCHI SHOWS AS WELL AS ANNUAL
KADUNA TRADE FAIR AS SOON AS CONVENIENT. BAUCHI SHOW CO-SPONSORED
BY BAUCHI STATE CHAMBER OF COMMERCE. INFO POSTS MAY WISH PUBLICIZE
IN COMMERCIAL NEWSLETTERS. LONDON PLEASE ADVISE GENERAL MOTORS
AND OTHER VEHICLE MANUFACTURERS OF MOTOR SHOW.
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